



Donna Sickles Honored with The NTCFI's 2013 ARV Award

Parsippany, NJ – October 30, 2013 – Frontline Medical Communications (FMC) is pleased to announce that Donna Sickles, Corporate Director of Audience Development, is this year's recipient of The National Trade Circulation Foundation, Inc.'s (NTCFI) ARV Award.

The NTCFI ARV award is named for Angelo R. Venezian and was established in 1986 in his memory to honor peers for their outstanding contributions to business press circulation. Donna received the award at an event held October 29, 2013 at The Manhattan Club at Rosie O' Grady's in New York, N.Y.

"Donna has done nothing less than revolutionize audience development and create the foundation for a new digital-focused business model at our Company" commented Douglas E. Grose, Managing Director at the Company's owner, New York-based investment firm M.E. Zukerman & Co., and CFO and EVP Digital FMC.

Donna Sickles, an audience development professional with nearly 30 years of experience in both controlled and paid circulation, has developed a database of nearly 1.0 million U.S. physician and 0.2 physician



assistant/nurse practitioner email addresses, representative of nearly the entire audience in each market. Through her efforts of matching and appending data, she has validated these records. She has implemented the combination of this database and with a universal registration and tracking system, thus enabling Frontline to promote all of its content and innovative digital product offerings and ultimately achieve our clients' objectives in reaching HCPs with targeted messages – reaching the right target at the right time. She oversees all subscriber promotion, fulfillment/BPA® brand audits and distribution processes for Frontline's 29+ medical journals, affiliated digital offerings, special programs, and meetings/events. Her latest endeavor will now include vastly increased companywide reporting and e-list matching needs.

Prior to her 16 years with Frontline Medical Communications Donna was Director of Circulation for LRP Publications where she developed and maintained circulation and subscriber databases as well as set-up an in-house fulfillment department of 13 and the software necessary to do in-house fulfillment. Prior to joining LRP, Donna was employed by Gordon Publications as Circulation Manager on controlled publications. Donna began her circulation career with Automatic Fulfillment Systems as the Account Manager for Gordon Publications.

Donna served two terms as Chair of the American Business Media Circulation Committee and was the proud recipient of the prestigious ABM Circulation Career Award in 2005. She has presented frequently at industry events and participates in NTCFI sessions as often as possible.

Donna Sickles can be contacted by email at dsickles@frontlinemedcom.com and by phone at 973-206-8005.

About Frontline Medical Communications

Frontline Medical Communications Inc. is the healthcare industry's largest medical communications company, a leader in digital, print and live events. The Company leads in HCP level targeting and multimedia engaged reach to meet the marketing challenges of our pharma and device customers through

its user validating and tracking digital platform, trusted authoritative brands and deep content offerings by therapeutic category. We reach 1.2 million+ physicians and HCPs with 30 print publications, in 20 distinct market segments, circulating to 700,000 HCPs in print; 125 eNewsletters, 35 active Web sites and multiple mobile apps surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting from more than 300 medical meetings.

Frontline Medical Communications

7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Tel: 973-206-3434 | Fax: 973-206-9378
www.frontlinemedcom.com
General Email: sales@frontlinemedcom.com

Frontline is on Twitter and Facebook.
[Follow us](#) on Twitter | [Like us](#) at Facebook

Contacts:

Marcy Holeton, President/CEO, Quadrant HealthCom
973-206-2342 (direct)
Email: mholeton@frontlinemedcom.com

Alan Imhoff, President/CEO, IMNG Medical Media
973-209-8216 (direct)
Email: aimhoff@frontlinemedcom.com

Douglas E. Grose, Managing Director, M.E. Zukerman & Co.
CFO/EVP Digital FMC
(646) 588-5146 (direct)
Email: dgrose@mezco.com